

ABSTRACT OF THE DISCLOSURE

1 In a liquid crystal display apparatus, a set of write-in voltages are
2 generated corresponding to a horizontal line signal of an input video frame
3 so that they appear at end points of the column lines of a LCD panel. The
4 row lines of the LCD panel are successively selected and the write-in voltages
5 are supplied from the end points of the column lines to the liquid crystal cells
6 of the selected row line for a variable write-in period. In order to compensate
7 for shades-of-gray differences between the top and bottom of the LCD panel,
8 the write-in period is increasingly varied as a function of the geometric
9 distance from the selected row line to the end points of the column lines. The
10 write-in period may be increasingly variable from a nominal value, or from a
11 less-than-nominal value to the nominal value, or a combination of both.